

## NEW QUARTERS OCCUPIED BY THE RINE MOTOR COMPANY



Several Davis models are now being shown by the Rine Motor Company in their well-appointed display rooms at 1612 Fourteenth street.

## STANDARD STEEL IS NEW OWNER OF VIM MOTOR COMPANY

Greater Production Assured by Entrance of Pittsburgh Concern Into Truck Industry.

Automotive as well as business circles generally will evince a keen interest in the announcement that Standard Steel Car Company of Pittsburgh, Pa., has taken over the Vim

Motor Truck Company of Philadelphia, and will operate it as one of its subsidiaries.

The entrance of such a well-established organization as Standard Steel Car with headquarters at Pittsburgh, Pa., and subsidiary manufacturing concerns located in many Eastern as well as Western cities, into a dominating position in the motor truck field is significant in that it means the rounding out of a cycle of transportation units by a controlling company with enormous facilities at its command.

Prestige and permanence is given to the Vim Motor Truck Company by reason of its new affiliation. Either direct or through its allied companies, it is now in the position of manufacturing commercial trucks from the raw material to the finished product. Inclusive of motors, axles, transmissions, frames and bodies the gamut of the factory processes is run and Vim Motor Truck Company has the advantage in that production cannot be held up for lack of control of basic units and source of supply.

## STATE LAWS WORK INJURY TO USERS OF MOTOR TRUCKS

"Legislation limiting the weight of motor trucks should avoid working injustice upon truck owners and creating confusion when trucks cross State lines," says L. B. West, president of The West Construction Company, Chattanooga, Tenn.

"Recently my company invested \$50,000 in five-ton trucks and had no sooner put them in operation than State legislation was passed limiting the total weight of the truck and load to 7½ tons. It is a known fact that injury to the road is caused by the weight bearing upon each inch of tire in contact with the road surface.

"The only just and practicable basis of restriction, is to provide a maximum weight per inch width of tire. The maximum weight adopted in a number of States is 800 pounds per inch width of tire. If a standard basis were adopted by all of the States the truck manufacturer and truck user could proceed intelligently and without fear of having their product and equipment rendered almost useless by confusing and conflicting State laws. Traffic crosses and re-crosses State lines and it is an unjust absurdity for the owners of trucks operating legally in one State to find, as soon as he has crossed the State line, that he is subject to heavy fines and even imprisonment.

## AUTO INDUSTRY IS ENJOYING REVIVAL, STATISTICS SHOW

Increase Noted in Production of Cars and Trucks During Last Year.

Statistics, while making dry reading when encountered casually, now and then have a habit of proving important truths and pointing valuable morals, says an editor in Motor Life. Thus the latest figures compiled by the National Automobile Chamber of Commerce set forth facts that are of particular interest in these days when the man in the street vaguely wonders whether the short period of depression following in the wake of post-war business adjustment hasn't, maybe, left the motor car industry somewhat shaky and unsteady, or shown that car itself of some of the vogue that had kept it in the foreground of the country's industrial development during the last fifteen years.

Anyhow, during the year 1920 the automobile industry produced 1,883,158 passenger cars and 322,039 trucks—an increase of 12 per cent over the output of 1919. Viewing passenger cars separately the increase is even greater, namely, 14 per cent. Another interesting point is the statement that of this 1920 total, 17 per cent, or 320,136 were closed jobs, thus illustrating the growing fondness of the American for this type of body. But the figures tell another important story, which gives a full-fledged answer to the old question what becomes of all the old and worn-out automobiles. From January, 1909, to December, 1920, the industry built a total of 11,839,483 cars. At the end of 1920, 9,211,295 cars were registered. Deducting from the grand total of 11,839,483 cars 9,211,295, which were exported during the years 1911-1920, we find that the cars that went to the junk pile in twenty-two years number 2,628,188. It required all that time to scrap one car in every six produced!

Even the habitual creaker will stand somewhat spellbound before such proof of the American car's stamina and longevity. For long after the passenger automobile has lost its modern appearance and its shiny coat of varnish or the snap and ginger that once made it the pride and show piece of the Jones family, it is found in the more humble but nevertheless important job of hauling your lumber or your ice cream or the family's clean linen. A new part here, a new bearing there, often becomes the monkey gland that imbues the old car with new vigor, and since the operation may be performed time and again, it is safe to say that the average car is never so old and decrepit as to have lost its usefulness entirely.

## DEATH VALLEY JUDGED SAFE FOR MOTORISTS

Death Valley, the terror of the desert, and the country many believe that God not only forgot, but never heard of, has been tamed and made safe for motorists as a scenic spot which seriously rivals Yellowstone National Park for beauty! Death Valley, scintillating like the eye of a snake in the sun, will lure motorists of today as it lured weary prospectors of old, but its sting has been removed, says a writer in Motor. No longer will the parched traveler seek in vain for the water hole he cannot find, or for the trail he has lost in the mesquite. A message which turns upside down the popular and nation-wide opinion held of this fabled valley which incubated the fame of "Borax" Smith and "Death Valley" Scotty is being sent to the world by the touring bureau of America's largest motoring organization, the Automobile Club of Southern California for the purpose of removing the curse of the "Borax" valley which it says are unfounded.

Already the first steps have been taken. The Southern California Automobile Club has erected 1,220 metal road signs to make Death Valley fool-proof to the motoring visitor. This is the largest number of road signs ever erected for a similar purpose.

Contrary to what might be expected, this does not remove the romance of the desert, but the story brought out of Death Valley by members of the crew who erected the signposts puts an available romance into the spot which can be plumed by every automobile owner in the United States.

## Service Is Foundation Of Auto Business

By J. H. YEOMANS.

The average automobile owner visualizes service as a man in overalls, armed with a wrench. To men who have studied the automotive industry from the factory rough-stock room to the very hour when a car ceases to be, service is the rock foundation upon which an automobile business must be built to prosper—a foundation composed of one part courtesy, one part efficiency and one part fair dealing.

A foundation lacking any one of these will crumble and throw an automobile business decidedly out of plumb if not completely out of the running.

Courtesy is becoming more and more associated with service—it has been proven that it pays to have an ample stock of it along with the tools and parts; it has been proven that the customer has a right to expect courtesy in the service station, and he does.

It has been proven that it pays to look beyond the service station door and study the ways of other lines of business where courtesy has been a fixture since business began.

The man who trades his dollars for service to his car is entitled to a smile, whether that smile be with him or at him.

Efficiency is a fixed quantity—any lack of efficiency in the service station will spell a bad name for a car, and in the end spell failure for a distributor.

Efficiency in the service station depends upon workmen, equipment and stock—unless all three supports are holding up their ends efficiency ceases to be efficiency and the service ceases to be service.

Fair dealing is essentially a part of any business that is to thrive. Too often there is a doubt as to the fairness of service charges, principally because the owner of a motor car does not know what he wants in many cases and when he gets what he really needs in the way of service he doesn't realize what has been done for him. When car owners study the working parts of their cars and when service managers arrange service charges before the job is begun then, and only then, will controversies over service bills be things of the past.

Service is coming from behind under whip and spur. Associations have been formed and individuals are working hard to study service betterment and make this end of the automobile business all that it should be.

The car representative has his troubles in that he is furnishing mechanical merchandise to "many men of many minds," and few of these minds contain even a suspicion of mechanical knowledge. When John Dealer puts many of his cars in the hands of many drivers, who drive according to their various ideas of how to handle a car, he does well when he keeps them all up and going, no matter how good his car may be. Unless his service is right it cannot be done, and when it cannot be done John Dealer gets a bad name and his car gets a bad name, and bad names bringeth not big business.

## THREE PERSONS KILLED DAILY AT R. R. CROSSINGS

In the four-year period from 1917 to 1920, inclusive, on all railroads of the United States, 4,309 persons were killed at grade crossings in automobile accidents, and 12,750 persons were injured. This is an average of three persons killed every day and eight injured every day of this period.

In Kansas and West Virginia, an operator of a motor vehicle may be fourteen years old.

## ARMLESS MAN BECOMES EXPERT AUTO DRIVER

Although he is armless, Fred Ericson, of Kansas City, operates an automobile by use of arm cups for the steering wheel into which he fits his stubs to guide the machine. He feeds gas with his knees and shifts gears and works brakes with his feet.

Practically all motor trucks in use in England are equipped with solid tires.

## ROYCE HOUGH SNAPS INTERESTING GROUP AT THE INDIANAPOLIS RACE



Left to right: Louis Chevrolet, designer of the driver: Stanley H. Horner, William Osgood, and winning Frontenac; Tommy Milton, the winning Irving Donohoe, "men from home."



The first turnpike in the United States was constructed between Lancaster, Pa., and Philadelphia.

The discovery of the process of vulcanizing rubber, for which a patent was granted, was in 1834.

Most prominent of motor clubs in Brazil is the Associação Automobilista Brasileira, of Rio de Janeiro.

In Pennsylvania, tractors were virtually unknown on farms prior to 1917. The present number is 6,523.

An American one-ton motor truck, selling in the United States for \$1,535, costs 21,000 francs in Belgium.

The total automobile production in Holland does not exceed 200 cars a year.

The annual expenditures for automobile transportation in the United States is \$1,147,850,000, or an average cost per mile of 12.36 cents.

The finest grades of motor oils are distilled from the crude oils by steam, and are further refined by filtration, distillation and re-refining.

To secure a license to operate a motor vehicle in Pennsylvania, a person must have "25 per cent, of

the normal vision" and "2 per cent of normal hearing."

In France, the majority of the automobile manufacturers do not produce the bodies themselves, but turn over the chassis to firms specializing in the construction of bodies. A prominent manufacturer of electric trolley cars in Philadelphia is now building gasoline propelled passenger coaches and trailers for use on steam and electric railroads.

## INGENIOUS REFLECTOR FOR AUTO IS EVOLVED

An idea explained by a reader in June Motor is a substitute for a portable light where one is not available to light up the under part of the car.

It is made as follows: Take an ordinary mirror about 10 inches by 14 inches and place it on the ground near the car and turn the spotlight so that it reflects in the mirror. Then block the mirror up on the outside until the light illuminates the desired object.

With a few adjustments of the mirror and spotlight, an excellent light will be obtained.

## Swiss Bar Autos.

Despite the enormous tourist trade through the beautiful playground of Switzerland, the native population of Engadine has steadfastly refused to allow the roads to be opened to automobiles and bicycles.

One hundred warrants were recently issued in Philadelphia against motorists who rush through the streets at night with the cut-outs open and freely sounding the horns.

## NEW TROUBLE DETECTOR FIRST AID TO MOTORISTS

Knocks are very often somewhat difficult to locate in an automobile engine. Various devices have been used to locate the trouble, but as good a one as is to be had can be made in a few minutes from an old horn and a rod. All the horn but the bell and diaphragm should be removed. A screw should be placed through the diaphragm and screwed into the end of the rod. When the other end of the rod is placed against the engine the knock can be heard very plainly in the bell. By moving the rod to different points on the cylinder block or crankcase the exact location of the trouble can be discovered.

Sixty per cent of the production of gasoline is used by motor vehicles.

## The Rine Motor Sales Company

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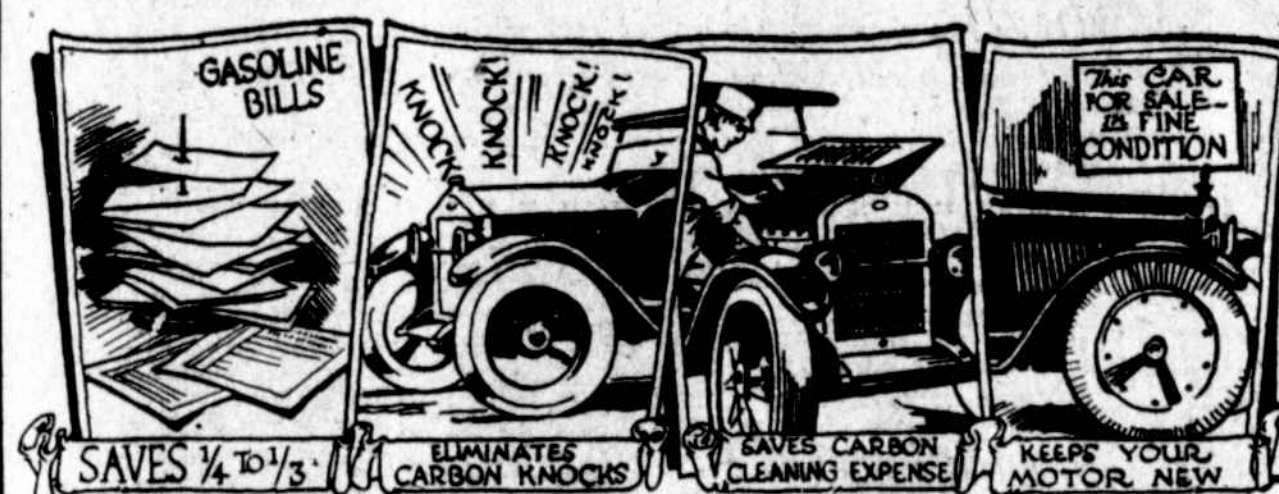
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GEORGETOWN AUTO HIRING CO., 1422 Wisconsin Ave. N. W.  
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HERBERT'S TIRE REPAIR SHOP, 1230 Pa. Ave. N. W.  
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